

Beach Cities Health District Seeks an Experienced and Dynamic Chief Executive Officer



*Beach Cities Health District is a public agency
dedicated to enhancing individual health and
well-being through effective programs and services
in the cities of Hermosa Beach, Manhattan Beach
and Redondo Beach, California*



Residents of the beach cities share a passion for volleyball, sailing, swimming and surfing

The Beach Cities

The communities of Hermosa Beach, Manhattan Beach and Redondo Beach give full expression to the California coastal lifestyle. The beach cities stretch leisurely along the coast of southwest Los Angeles County, a short drive from bustling Los Angeles International Airport. But the stress of urban Los Angeles is a world away. In the beach cities, neighbors organize block parties on the Fourth of July, volunteers run errands for older, home-bound adults, and firefighters collect toys for families in need during the holidays. The 115,000 residents share a passion for outdoor recreational activities and host volleyball tournaments, paddleboard races and an annual surf festival.

The business community is thriving – with a strong mix of retail, entertainment, dining and professional businesses serving the beach cities. King Harbor is a tourist center offering fishing, dining, shopping, sailing and sightseeing opportunities. The Redondo Beach Performing Arts Center is home to the award-winning Civic Light Opera of South Bay Cities.

The coastal environment, small town flavor and strong sense of community have attracted young, upscale families

to the beach cities. Nearly half the population is between the ages of 20 and 44,

and children account for nearly 20%. Another 20% fall between the ages of 45 and 64 and older adults make up just 9%. The vast majority of residents are college educated, white-collar professionals. The average household income is over \$100,000 and the median home value is more than half a million dollars.

Beach Cities Health District

Beach Cities Health District (BCHD) is a dynamic and progressive public agency that promotes the health and well-being of the residents of the beach cities through health education, prevention programs, direct services and grants to nonprofit organizations in the community. The agency is unique among California health care districts for the remarkable size and scope of its activities, and for its innovative efforts to support its mission through diverse business models, including health-related business units, property acquisition and development, and partnerships. It's no wonder that BCHD was honored this year as the top health district provider of community-based services in the state of California by the Association of California Healthcare Districts.

Beach Cities Health District operates the majority of its programs and services from its centrally located campus in

Redondo Beach, the Beach Cities Health Center. The campus includes two medical office buildings, a parking structure, and the Health District's headquarters, a former acute care hospital that was built by the Health District with bond monies in 1961. This landmark structure was transformed into a hub for community health and wellness programs by the District five years ago when the hospital closed.

Inside the facility, BCHD operates a wide range of prevention and education programs for the community:

- The Center for Health & Healing, a medically-based fitness center. The center specializes in serving an older, deconditioned population, as well as people with health conditions such as diabetes, chronic pain, and heart disease. Yoga classes, massage therapy and nutrition services are also available.
- The Beach Cities Pilates Center
- The Breastfeeding Support Center
- The Beach Cities Health Resource Center, a free health education library.
- The Gathering Place, a grieving center for people facing the loss of a loved one.
- The BCHD Children's Program, which underwrites the cost of health care services for families who are uninsured or underinsured.
- Community Care Services, a staff of professional care managers who assist older and disabled adults.
- Food & Feelings, a support program for people suffering from eating disorders.
- Out of the Blues, an innovative depression treatment program that



BCHD is unique for the remarkable size and scope of its activities

combines education, exercise and cognitive behavioral therapy.

- Support groups on various topics, such as infertility, depression and aging
- Outreach programs, including quarterly health education classes, public health campaigns, screenings, and health fairs in the community. The District publishes an advertiser-supported health magazine featuring news and feature articles, a calendar of upcoming events and a list of community health resources.

Last December Beach Cities Health District opened an innovative 16,000-square foot health and fitness center for children, AdventurePlex at Marine, adjacent to a city park in Manhattan Beach. The facility challenges young people to grow physically, emotionally and socially in a safe, fun and structured environment. The facility includes two outdoor rock walls, a 30-foot high ropes course, a four-story indoor play structure, a basketball gymnasium, dance studio, classroom, birthday party rooms, and fitness center. Regular activities include health and exercise classes, an after-school club, membership programs, summer and holiday camps, and educational workshops.

Beach Cities Health District also funds and administers grants to

schools and nonprofit health care agencies serving the beach cities. These grant-making activities, which have disbursed more than \$50 million into the community since 1984, help to close service gaps and extend the capabilities of 25 agencies offering primary and secondary prevention services. Among the services underwritten by BCHD each year are school nurses and physical education instructors, hot meals for homebound seniors, counseling services, HIV/AIDS services, domestic violence prevention, nutrition education, parenting programs, day care for frail older adults, support for cancer patients and health care for needy families.

The District is governed by a five-member elected board. Board Members are elected at-large and serve overlapping four-year terms. There are no term limits. The current Board consists of active community members with a variety of health, medical, business and civic expertise.

The Chief Executive Officer is accountable to the Board of Directors and is responsible for an annual operating budget of \$8 million and an investment portfolio valued at \$33 million. Property tax contributions account for approximately 19% of the revenue for FY 2003-04. Other sources of revenue



include lease income, business income, program income and investment income. More than 180 full-time and part-time staff members support the operations of the District, supplemented by the assistance of approximately 300 volunteers. Under the direction of the Board, the CEO has the ongoing challenge of managing the District's investments, assets, personnel and programs to support BCHD's mission of promoting the health and well-being of the community.

Expectations of the Chief Executive Officer

The Chief Executive Officer is expected to deliver dynamic leadership to carry out the vision and priorities of the Board of Directors. Upon assuming this role, the new CEO will be expected to address the following organizational issues:

- Quickly develop a credible and trusting relationship with the Board of Directors
- Build organizational cohesion through the merging of two distinct cultures

The ideal candidate must have a passion for community service and public health



- Readily deals with conflict and difficult situations with professionalism and compassion
- Consistently exercises good judgment
- Confident and inclusive
- Energetic, resilient and flexible
- Has fun and exhibits enthusiasm for profession

Background, Education and Experience

The ideal candidate must have a passion for community service and public health. A history of working effectively and comfortably with an elected or appointed body, community stakeholders, attorneys, contractors, consultants and staff will be extremely beneficial.

A solid understanding of sound and efficient business practices and experience in public financial management are necessary for the CEO to succeed. Knowledge of or exposure to real estate investments will also be beneficial.

To be competitive for this position, a thorough understanding of laws impacting the District, including the Ralph M. Brown Act, will be advantageous. Previous success in facilitating informed and educated decision making involving a number of stakeholders will also be welcomed.

A history of community involvement as a professional or a volunteer will be weighted favorably by the Board. Ideal candidates will have demonstrated confidence and success in proactively addressing and connecting with the community, including the media.

In addition to the above, significant experience in a leadership position (7 years of increasingly responsible leadership preferred) in the field(s) of business or public administration, health care, human services or related organizational environment. A master's degree in business or public adminis-

tration, human services or related field is highly desirable.

Compensation & Benefits

The BCHD offers a competitive salary in the low-mid \$100,000 range DOQ. A generous offering of benefits are included in the compensation package covering medical (choice of three plans), dental and vision health plans. The District participates in CalPERS (2% at 60) and covers the CEO's contribution in addition to providing a deferred compensation program.

Application Process and Recruitment Schedule

The final filing date for this recruitment is Friday, January 9, 2004. To be considered for this unique opportunity, please submit a cover letter with current salary, résumé and a minimum of five work-related references to:

Teri Black-Brann
SHANNON EXECUTIVE SEARCH
241 Lathrop Way
Sacramento, CA 95815
Ph: 916.263.1401
Fax: 916.561.7205
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Website: www.cps.ca.gov/shannon



Following the filing date, candidates with the most relevant qualifications and experience will be granted interviews by the consultants. Those individuals determined to be best suited for the position will then be interviewed by the District. An appointment is anticipated by early 2004 upon the completion of thorough reference and background checks.

(business enterprise and social services)

- Strengthen the District's presence in the community and among stakeholders
- Address planning for the future use(s) of facilities
- Modernize systems and processes to ensure an efficient and high performing organization
- Ensure a positive and productive work environment that rewards outstanding performance, supports open communications and encourages professional development
- Proactively keeps abreast of current and emerging health issues and how those affect the local community

Leadership Profile

The next Chief Executive Officer will be an exemplary professional who understands what it means to improve the health and wellness of a community. The following qualities were identified by the Board of Directors and management staff as key characteristics of an ideal candidate's leadership style:

- Outstanding leader and manager
- Relationship and consensus builder
- Superior negotiator
- Long-range thinker; extremely visionary
- Fosters and promotes innovation
- Accessible and approachable to all levels of the organization